



Ozone Action Day Programs

Description

Ozone Action Day Programs notify the public of high ground level ozone concentrations and encourage individuals and groups to take action to improve air quality on days when ozone is expected to exceed healthy levels. Ozone Action Day Programs are often implemented in conjunction with Ozone Awareness/Public Education Campaigns (see Fact Sheet MI03).

The U.S. EPA standards determine unhealthy levels of ground level ozone to be: 125 parts per billion for a one hour average and 85 parts per billion for an eight hour average.

Ozone Action Day programs use the media to inform the public when ground level ozone is approaching levels that are harmful to the environment and human health. Media sources may include radio, television and/or newsprint. Ozone Action Day programs also involve business and industry. Voluntary coalitions, such as the Partners for Clean Air in Lake, Porter and LaPorte Counties, give business, industry and community groups a chance to do their share for cleaner air by pledging to reduce ozone contributing activities on days when ozone concentrations are predicted to be unhealthy. Partners are notified of Ozone Action Days from a central coordinator via fax.

Emission Reduction

Successful action programs encourage citizens and businesses to change their behavior in a way that lowers emissions. Exact percent reductions can not be calculated because the programs are voluntary. Surveys that ask people if they took action that reduced emissions can help give a sense of what reductions are occurring.

Estimated Cost

Costs vary depending on voluntary involvement and nature of the campaign. Costs may include media service, print service for promotional campaigns and staffing time for coordination of activities and communication. Often times media service is donated by local service providers. Many programs receive financial support for organization and print services from local business, industry and government.

Cost Effectiveness

Cost effectiveness is difficult to determine based on the voluntary nature of the program.

Implementation Issues

Start Up Time: Depending on the extent of the program, start up could take three to six months.

Public Acceptance: Indiana has Ozone Action Day Programs in Northwest Indiana, Southern Indiana, Evansville, South Bend and Central Indiana. These programs are generally popular with the public because they are voluntary and focus on education and behavior change rather than mandated requirements.

Funding Sources: Most Ozone Action Day Programs are funded through local government or nonprofit coalitions.

Enforcement: These programs are voluntary and do not require enforcement.

Comments

To learn more about Ozone Action Day Programs, contact Amy Morris, Director, Partners for Clean Air at (800) 451-6027 press zero and ask for extension 3-6870 or dial (317) 233-6870 direct.